

Mr Rhys Govier  
Savills  
12 Windsor Place  
Cardiff  
CF10 3BY

Application Ref: **2016/4685/A**  
Please ask for: **Charles Thuaire**  
Telephone: 020 7974 **5867**

21 October 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**'Egg' ventilation shaft to front of King's Cross Station  
Kings Cross Square  
Euston Road  
London  
N1C 4TB**

Proposal:

Display of internally illuminated lettering to fascia and to 4 shopfront panels of kiosk.  
Drawing Nos: Site Location Plan; [PM026] 09, 02.1, 02.2 RevA, 02.3 RevA.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to



- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 Reasons for granting consent.

The proposed fascia lettering will be halo-lit and the 4 side panels will have internally illuminated lettering. The fascia letters will replace existing lettering on the fascia strip; the red panels will be installed on the 'shopfront' of the kiosk. Both are appropriate in size and design with small discreet illuminated letters.

The overall signage is considered acceptable in terms of size, design, method of illumination and location and will not harm the appearance of the 'egg' shaft, the character of the station square and conservation area, or setting of the adjoining listed station. It will not harm pedestrian and vehicular safety.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, and to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory

Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

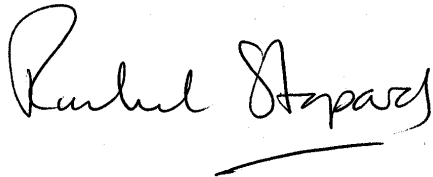
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath the name.

Rachel Stopard  
Executive Director Supporting Communities